

EPA Green Marketing Claims-Webinar

Pam Swingle, Office of P2 and Innovations EPA, Region 4 61 Forsyth Street SW Atlanta, GA 30303
Phone: (404) 562-8482 Fax: (404) 562-8210 Email: swingle.pamela@epa.gov

You are cordially invited to EPA's Next RCC Web Academy on Thursday, February 19, 2009 @ 1:00-2:30 PM (Eastern Time)

To register visit: <http://www.epa.gov/epawaste/rcc/web-academy/index.htm>

Green Marketing Claims, February 19, 2009

Green Product Marketing claims are as plentiful as gold mining claims during the California Gold Rush of 1849. Now in 2009, claiming green brings in the gold. Grocery shelves, hardware stores, card shops, other retail operations and even the GSA schedules are filled with products and packages announcing environmental features that may influence your purchasing decisions. But when it comes to products and packaging, what do claims like "environmentally safe," "recyclable," "degradable" or "ozone friendly" really mean? The Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) want you to know. Join us on February 19, 2009 to find out what guidelines to use and what the green marketing claims really mean. Whether you need energy information about an appliance purchase, guidance for environmental claims made by your business, or facts about the fuel you put in your car, the FTC has a number of programs that provide consumers and businesses with important information about energy and environmental issues. These online FTC resources provide information on energy labeling for consumer products, retail sales of electricity, environmental marketing claims, insulation and home energy issues, and fuel and automotive products.

Speakers

Laura DeMartino, Assistant Director in the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. Ms. DeMartino will give us the background and sources for informed environmental decisions on green marketing claims – and where to report false claims. Ms. DeMartino oversees enforcement of consumer protection orders as well as numerous FTC rules and guides. In particular, she supervises the ongoing review of the FTC's Guides for the Use of Environmental Marketing Claims, more commonly known as the "Green Guides."

Sara Hartwell, Environmental Specialist, USEPA Office of Resource Conservation and Recovery. Ms. Hartwell will talk about the definitions and terms used for green marketing claims. She will also share information on some of the projects she is working on with commercial partners.

Ms. Hartwell is leading EPA's Office of Resource Conservation and Recovery's program to increase the recycling rate of packaging. Ms. Hartwell's professional background includes R&D with a flexible packaging converter, as well as hazardous waste methods development.

References

Here are a number of online references for information to be presented:

Federal Trade Commission sites for energy, environment and marketing information: Energy: Environment
Energy and Environment Micro Site Guides for the Use of Environmental Marketing Claims

Articles on green marketing claims: Most Green Marketing Claims Aren't True, Says New Report

<http://businessassurance.com/most-green-marketing-claims-aren%E2%80%99t-true-says-new-report/>

<http://www.greenbiz.com/news/2007/11/20/most-green-marketing-claims-aren%E2%80%99t-true-says-new-report>